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# Broadcasters Letter

United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Letter No. 2739

November 10, 1995

**PILOT CROP INSURANCE PROGRAM ANNOUNCED** -- Agriculture Secretary Dan Glickman announced (November 7) the Florida Fruit Tree Program, a pilot crop insurance program that would help growers in Florida replace or rehabilitate trees damaged by freeze, wind or excess moisture. The pilot program was developed specifically for Florida citrus and tropical fruit trees. If this pilot program proves successful, this type of coverage may be expanded to other parts of the U.S. Under the pilot program, coverage will be available for citrus, avocado, carambola and mango trees in Highland, Polk, Martin, Palm Beach and Dade Counties. Growers with qualified tree losses would be paid a percentage of the cost of replacing or rehabilitating damaged trees. The sales closing date for this coverage is December 8, 1995. **Contact: Bruce Merkle (202) 720-8206.**

**FLORIDA FIRST TO SIGN TECHNOLOGY TRANSFER AGREEMENT** -- Florida became the first state to forge a cooperative relationship with the U.S. Department of Agriculture for technology transfer, with the signing of a Memorandum of Understanding (November 6). The agreement formalizes the transfer of the information and technology developed by USDA's Agricultural Research Service (ARS) to interested companies in Florida who want to promote economic diversification and commercialize new technologies. The ARS technology transfer program has spawned numerous discoveries that have been the basis for the creation of new companies that support the agricultural industry of Florida. **Contact: Maria Bynum (202) 720-5192.**

**U.S. FARMERS TRY TO INCREASE COMPETITIVE EDGE** -- The Departments of Agriculture (USDA) and Energy (DOE) (November 2) formally united their top scientific and technological talent in a unique research and development collaboration. Its aim: preparing America's agricultural industry for competition in the global marketplace and reducing agriculture's reliance on fossil fuels and the use of pesticides. Agriculture Secretary Dan Glickman and Secretary of Energy Hazel O'Leary signed a Memorandum of Understanding that will provide a framework for the two agencies' renowned scientists and engineers to create solutions to complex problems associated with maximizing crop yield and produce new products. **Contact: Maria Bynum (202) 720-5192.**

**1996 UPLAND COTTON PROGRAM PROVISIONS ANNOUNCED** -- A preliminary five percent Acreage Reduction Program (ARP) level for the 1996 upland cotton program was announced (November 3) by the U.S. Department of Agriculture. The Agricultural Act of 1949 requires that the ARP level results in a supply/use situation in which projected ending stocks approximate, as closely as possible, 29.9 percent of the projected total of domestic mill use and exports for the 1996 marketing year. Based on USDA's October supply and use estimates, it was determined that a five percent ARP level will most likely meet the statutory stocks-to-use ratio. A final ARP level, which may be different from this preliminary announcement, must be announced by January 1, 1996. **Contact: Bruce Merkle (202) 720-8206.**

**NEW RULE FOR MORE INFORMATIVE POULTRY PRODUCT LABELS --** The U.S. Department of Agriculture issued (November 2) a final rule that will require more descriptive labeling for a mechanically processed poultry product. USDA's Food Safety and Inspection Service issued a rule requiring labels to list mechanically separated poultry as an ingredient in hot dogs, bologna, and other processed products as "mechanically separated chicken or turkey" instead of simply "chicken" or "turkey." Mechanically separated poultry is made using high pressure machinery that separates bone from tissue, by first crushing bone and adhering tissue and then forcing bone and tissue through a sieve or similar screening device. The process forms a paste-like blend of soft tissue with a batter-like consistency. The labeling requirements will be effective on November 4, 1996. **Contact: Jacque Knight (202) 720-9113.**

**SPECIAL UPLAND COTTON QUOTA ANNOUNCEMENT #10 RELEASED --** High cotton prices have triggered, for the tenth time, a special import quota that will permit the importation of a quantity of upland cotton equal to one week's domestic mill use. The special import quota that will permit the importation of 43,624,810 kilograms (96,176,321 pounds) of upland cotton is being established on November 8. The quota applies to upland cotton purchased not later than February 5, 1996, and entered into the U.S. not later than May 5, 1996. The special import quota identifies a quantity of imports that is not subject to the over-quota tariff rate of a tariff-rate quota. Future quotas, in addition to the quantity announced, will be established if price conditions warrant. This action is in accordance with section 103B(a)(5)(F) of the Agricultural Act of 1949, as amended. The 1949 Act requires that a special import quota be determined and announced immediately if, for any consecutive 10-week period, the Friday through Thursday average price quotation for the lowest-priced U.S. growth, exceeds the Northern Europe (NE) price by more than 1.25 cents per pound. **Contact: Janise Zygmunt (202) 720-8841.**

**1995 NO-NET COST ASSESSMENTS ANNOUNCED --** The U.S. Department of Agriculture's Commodity Credit Corporation (CCC) announced (November 2) that producers of 1995-crop Kentucky and Tennessee dark air-cured (types 35-36) and fire-cured (types 22-23) tobaccos must agree to pay assessments on all marketings of these tobaccos to qualify for price support loans. The no-net-cost assessment and the 1995 marketing assessment require that a total of 3 cents per pound be collected from producers on each pound of dark air-cured tobacco and 2 cents per pound be collected from producers on each pound of fire-cured tobacco marketed during the 1995 marketing season. No-net-cost assessments are 2.348 cents per pound for dark air-cured and 1.241 cents per pound for fire-cured tobaccos. The no-net-cost assessments ensure the tobacco price support program will be operated at no net cost to taxpayers, except for administrative expenses common to the operation of CCC price support programs, as specified by the No-Net-Cost Tobacco Program Act of 1982. **Contact: Bruce Merkle (202) 720-8206.**

**FAX --** You can obtain our radio and TV programming information and the **Broadcasters Letter** through your facsimile machine by calling USDA's AgNewsFax. Use the telephone connected to your FAX machine to call **(202) 690-3944**. At voice prompts press **1**, press **4**, then to receive **Broadcasters Letter**, press **9200**; radio newslines information, press **9250**; TV contents billboard, press **9260**; TV scripts, press **9270**. After all your selections, then press **#**, press **3**, and press the **start** button on your FAX machine.



## FROM OUR RADIO SERVICE

**AGRICULTURE USA #2006** -- On this edition Brenda Curtis takes an in depth look at USDA's Conservation Reserve Program. **(Weekly cassette -- five minute documentary).**

**CONSUMER TIME# 1485** -- Our Thanksgiving origins. Choosing and serving the holiday turkey. Faster cooking times for turkeys. "Winterizing" your houseplants. The latest on turkey prices. **(Weekly cassette -- consumer features).**

**AGRITAPE#1998--** Thanksgiving profits for turkey producer. Conserving the land. The aging of Japanese farmers. Built in weed control. Genetic mapping and animal production. **(Weekly cassette -- news features).**

**UPCOMING ON USDA RADIO NEWSLINE** -- Monday, November 27, livestock, poultry and dairy outlook. Tuesday, November 28, weekly weather and crop outlook. Thursday, November 30, Agriculture exports; tobacco trade and sugar trade reports. **These are USDA reports we know about in advance. Our newslines carries many stories every day which are not listed in this lineup.**

**USDA RADIO NEWSLINES (202) 488-8358 or 8359.**

**COMREX ENCODED (202) 720-2545**

Material changed at 5:00 p.m., ET, each working day and 10:30 a.m. on crop report days.

## FROM OUR TELEVISION SERVICE

**FEATURES:** Lynn Wyvill reports on new shorter cooking times for the Thanksgiving turkey based on recommendations from USDA's Meat & Poultry Hotline.

**ACTUALITIES:** Excerpts from food safety forum held in Washington, D.C. November 8 with Secretary of Agriculture Dan Glickman and Acting Under Secretary for Food Safety Michael Taylor; USDA meteorologist Bob Stefanski on weather and the winter wheat crop.

**UPCOMING FEATURES:** Pat O'Leary reports on a new partnership between the Agriculture and Energy Departments to share scientific resources to explore research in areas like precision farming and integrated pest management.

**SATELLITE COORDINATES FOR TV NEWSFEEDS:** Thursdays at 3:45-4:00 p.m. ET on Telstar 303, Transponder 5H(horizontal), Channel 10, Downlink Frequency 3900 MHz, Audio, 6.2/6.8.

***Comments and suggestions are welcome regarding USDA broadcast services. Call Larry Quinn, (202)720-6072, or write to: Room 1618-S, USDA, Washington, D.C. 20250-1300.***

## OFF MIKE

**BEET ARMY WORMS**...have invaded the lower Rio Grande Valley of south Texas and the Concho Valley of west Texas near San Angelo devastating this year's cotton crop. Because cotton prices are good, farmers may attempt to harvest some heavily hit fields anyway. **Roddy Peeples** (Voice of Southwest Agriculture Network, San Angelo, TX) says that early reports estimated 90,000 acres of cotton were affected in his area. Hurricane winds creating a strong southerly flow may have carried army worm moths aloft into the infested areas. Some suspect boll weevil control programs may be claiming beneficial insects which would normally control the beet army worm, but five consecutive mild winters also increased the prospects for this pest.

**TEXAS A&M**...has twice honored **Roddy Peeples** (VSA Network, San Angelo, TX) in recent weeks. Roddy was one of four named Distinguished Alumnus by A&M's College of Agriculture and Life Sciences. Also, he was one of three who earned the Knapp-Porter Award presented by the Texas Agricultural Extension Service. This award is named for Seaman Knapp and Walter Porter who pioneered the concept of on-farm demonstration plots.

**LAST FIELDS OF CORN**... are being harvested, and Minnesota farmers are behind in applying anhydrous ammonia fertilizer. **Mike Murphy** (KSUM/KFMC, Fairmont, MN) says many farmers in his area are holding on to harvested grains because prices are good. He says many will hold crops in storage and sell early next year. Also, Mike reports that Martin County is now number one in his state's hog production and ranks 17th in the U.S. Several farms are forming corporations which helps small producers compete as contract operators.

**MASTER WRITER AWARD**...was earned recently by **Max Armstrong** and **Orion Samuelson** (WGN, Chicago, IL) from the American Agricultural Editors Association (AAEA) for a written column they produce for *Farm Journal* magazine. Max rode with farmers in combine cabs for nine days in October and used a portable cellular phone for reporting and interviews from the farms.

  
**LARRY A. QUINN, Director**

**Video, Teleconference and Radio Center**



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